٠.	14	and	
	λ ⁵	(b)	a dynamic content composition engine for/interpreting the application rules dynamically
	/16		and generating and delivering content pages over the network to users of the application,
	(4)		the engine including:
Jo	} X 8		(i) a first manager for interpreting the application rules to select page content objects
D,	19		to be delivered to users of the application; and
	20 a1		(ii) a second manager for interpreting the application rules to select intra-page content
	21		objects, wherein the content pages delivered to users are generated in part by
	22		including the selected in ra-page content objects within the selected page content
	23		objects /

4. (New) The system of claim 2 wherein the first manager for interpreting the application rules to select page content objects to be delivered to users of the application performs the following steps in selecting the page content objects to be delivered to a particular user:

- (a) obtains profile, platform, or behavioral data specific to the user;
- 5 (b) obtains global, aggregate data regarding profiles/and behavior of other users;
- 6 (c) determines a potential sequence of interconnected content pages to be delivered to the user;
- 8 2 (d) calculates variables based upon the data specific to the user in order to determine the next content page or content pages and links to subsequent content pages to be delivered to the user; and
- 12 (e) recalculates the variables in order to determine the next content page or content pages and
 12 links to subsequent content pages to be delivered to the user, whenever the user requests
 13 another content page.
 - 5. (New) The system of claim 2 wherein the intra-page content objects selected by the second manager for interpreting the application rules comprise objects that may be invoked from
- 3 server-side or client-side applications and that dynamically render content pages based on
- 4 profile, platform, behavioral data, or interactive responses of a user.

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1	6.	(New)) The sy	stem of claim 5 wherein the content objects adaptively render HTML
2	within	the co	ntent pa	ges.
				-
1	7.	(New)) The m	ethod of claim 3, wherein the next content page to be viewed by a user is
2	pre-fe	tched a	nd deliv	vered to the user's web browser while the user yiews the current content
3	page,	with su	ch pre-i	fetching based on the user's profile, platform, or behavioral data.
1	8.	(New) A syst	em for adaptively rendering, to users of a network application, a plurality of
2	conter	nt pages	s genera	ted from among a plurality of content objects, the system comprising:
\ 3		(a)	a data	base of information relating to the application and its users, and including the
\$			follov	ving types of information:
J5			(i)	user profile data;
6			(ii)	user platform data;
7 /	22		(iii)	observed user behavioral data;
8	<i>X</i> • 1		(iv)	aggregate or cumulative profile, platform, and behavioral data from multiple
9				users; and
10			(v)	application state data;
11		(b)	a data	base of content objects, the content objects comprising:
12			(i)	one or more dynamic pages;
13			(ii)	one or more dynamic stacks within each page;
14			(iii)	one or more dynamic content elements within each stack; and
15			(iv)	one or more primitive bjects within each content element;
16		(c)	one o	r more application rules for directing the system to select dynamically:
17			(i)	one or more of the purality of content objects, referenced implicitly in the rules
18				via an expression that relates to one or more goals of the author;
19			(ii)	one or more users of the application that may receive the selected content objects
20			•	and
21			(iii)	one or more application state conditions under which the selected content will be
22				delivered to the selected users;

and

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24	(d)	an engine for interpreting the application rules dynamically and generating and
25		delivering content pages over the network to users of the application.
1	9. (New)	A system for adaptively rendering, to users of a network application, a plurality of
2	content pages	generated dynamically from among a plurality of content objects created by an
3	author of the a	application, the system comprising:
4	(a)	a database of information relating to the application and its users, and including the
\ \5		following types of information:
1/6		(i) user profile data;
1	7	(ii) user platform data;
/ ₈	0,2	(iii) observed user behavioral data;
9	ω_{1}	(iv) aggregate or cumulative profile, platform, and behavioral data from multiple
10		users; and
11		(v) application state data;
12	(b)	one or more application rules for directing the system to select dynamically:
13		(i) one or more of the plurality of content objects, referenced implicitly in the rules
.14		via an expression that relates to one or more goals of the author, the plurality of
15		content objects comprising:
16		(1) one or more dynamic pages;
17		(2) one or more dynamic stacks within each page;
18		(3) one of more dynamic content elements within each stack; and
19		(4) one or more primitive objects within each content element;
20		(ii) one or more users of the application that may receive the selected content objects
21		and /
22		(iii) one or more application state conditions under which the selected content will be
23		delivered to the selected users;
24	and	
25	(c)	an engine for interpreting the application rules dynamically and generating and delivering
26		content pages over the network to users of the application.
		•

1	10.	(New)	A syste	em for adaptively rendering, to users of a network application, a plurality of
2	conten	-	_	ted dynamically from among a plurality of content objects created by an
3				tion, the system comprising:
4		(a)		more databases for storing information relating to the application and its users, the
5		(-)		nation including:
6			(i)	individual user profile data, cumulative or aggregate user profile data, user
7			(-)	platform data, and observed user behavioral data;
8			(ii)	content objects created by the author of the application at a plurality of levels of
9			(11)	abstraction, the plurality of content objects comprising:
10				(1) one or more dynamic pages;
11				(2) one or more dynamic stacks within each page;
				(3) one or more dynamic content elements within each stack; and
13	しみ			(4) one or more primitive objects within each content element;
14	•		(iii)	application state data; and
15			(iv)	application rules directing the system to select one or more of the intra-page
16			()	content objects for delivery to one or more users of the application if one or more
17				conditions relating to the application state data are satisfied;
18		and		
19		(b)	a dvna	amic content composition engine for interpreting the application rules dynamically
20		(-)	_	enerating and delivering content pages over the network to users of the application,
21			_	agine including:
22			(i)	a first manager for interpreting the application rules to select the dynamic page
23				content objects to be delivered to users of the application; and
24			(ii)	a second manager for interpreting the application rules to select intra-page content
25			()	objects, wherein the content pages delivered to users are generated in part by
26				including the selected intra-page content objects within the selected dynamic page
27				gontent objects.
1	11	(New)	A svet	tem for adaptively rendering, to users of a network application, a plurality of

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author of the application, the system comprising:

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content pages generated dynamically from among a plurality of content objects created by an

			,
•	4	(a)	a database of information relating to the application and its users, and including the
	5		following types of information:
	6		(i) user profile data;
	Λ^7		(ii) user platform data;
	8		(iii) observed user behavioral data;
1	NK.		(iv) aggregate or cumulative profile, platform, and behavioral data from multiple
4	/3/6)		users; and
1	$)^{11}$		(v) application state data;
\bigvee	12	(b)	one or more application rules for directing the system to select dynamically:
	13		(i) one or more of the plurality of content objects, referenced implicitly in the rules
	14 / D		via an expression that relates to one or more goals of the author, the plurality of
	15	`	content objects comprising objects that may be invoked from server-side or client-
	16		side applications and that dynamically render content pages based on profile,
	17		platform, and behavioral data, and application state data of a user;
	18		(ii) one or more users of the application that may receive the selected content objects;
	19		and
	20		(iii) one or more application state conditions under which the selected content will be
	21		delivered to the selected users;
	22	and	
	23	(c)	an engine for interpreting the application rules dynamically and generating and delivering
	24		content pages over the network to users of the application.
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